

## **PUBLIC RELATIONS SPECIALIST II**

### **DEFINITION**

Under general direction, is responsible for performing fully-skilled public relations work; performs related duties as required.

**EXAMPLES OF WORK** (Any one position may not include all of the duties listed, nor do the examples cover all of the duties that may be performed.)

Serves as the designated spokesperson for a department, division, agency, or program;

Designs various marketing pieces such as logos, fliers, brochures, print ads, post cards, pamphlets, and programs to be used for educational, informational, or other purposes;

Coordinates and plans the development of informational and educational material such as news releases, bulletins, newsletters, and brochures for the public and news media;

Prepares speeches, correspondence, acknowledgements and oral presentations to be delivered by City directors, administrators, and/or officials;

Responds to media inquiries, advises staff on media responses, and contacts press for various events and conferences;

Coordinates the response to public document requests and provides recommendations for vital correspondence/communication;

Serves as an advisor on public relations issues and policy development on such topics as media contact, public notification, response to community concern, solicitation of public input, and talking points;

Coordinates the preparation and distribution of various publications to include budgeting, specification bidding, layout and design, article writing, editing, printing and circulation;

Serves as liaison to area commissions, neighborhood associations, special interest groups, and business organizations impacted by departmental/divisional/agency policies and services;

Writes proclamations/resolutions for city Council/Mayoral recognition;

May supervise staff engaged in the development of informational and educational material for the public and news media.

## **MINIMUM QUALIFICATIONS**

Possession of a bachelor's degree with significant coursework (16 semester and 24 quarter hours) in journalism, communications, marketing, public relations or other closely related field and three (3) years of professional experience in journalism, marketing or public relations.

## **KNOWLEDGE, SKILLS AND ABILITIES**

Thorough knowledge of public relations principles and practices; thorough knowledge of communication methods and procedures; considerable knowledge of English usage, including grammar, punctuation, and spelling; considerable knowledge of photography and electronic graphics; general knowledge of journalistic principles; general knowledge of the printing industry; skill in public speaking; ability to use a personal computer and relevant software; ability to multi-task and meet deadlines; ability to use inductive and deductive reasoning; ability to interact with administrators, co-workers, and the news media, in order to gain their confidence and cooperation; ability to write and speak effectively; ability to write, plan, compose and edit documents for publication; ability to gather data and prepare factual reports.

Probationary Period:	365 Days
Examination:	Noncompetitive

Class Code:	3105
Job Family:	Administrative
EEO Job Category:	Professional
Compensation Plan:	CMAGE/CWA
Salary:	Grade 56 (91)

Class established:	10-29-84
Current spec:	09-26-05
Commission action taken:	Revise/Retitle (Public Information Officer)
Last reviewed:	09-26-05